Learning Conversation Notes		
Name of Partner: Kids Involuntarily	<b>Date:</b> 02-16/2005	
Inhaling Secondhand Smoke		
Number of Children Served:	Ages:	
When Served:	Gender: M-	Ethnicity: 1% Asian
09-01-2004 to Present		25% Hispanic
		74% Caucasian
		(Based on WIC)

### **Conversation Participants:**

Paul McIntyre, Jean Carter, Mike Romero, Nancy Baggett, Cheryl Nativo, Heidi Kolbe – Facilitator

#### Outcomes:

- Children throughout Placer County are not exposed to secondhand smoke
- Agencies serving children prenatal through five and their families trained by KIISS are spreading the secondhand message independently of KIISS

### **Performance Measures:**

- Demographics broken down by age, gender, ethnicity, and when materials were received-tabulated from questionnaires
- Number of collaborative projects and resulting activities
- Number of events where exhibits are provided including physical location and type of events
- Number of media stories on secondhand smoke and children's exposure
- Personal testimonials from parents or caregivers
- Number of trainings performed broken down by type of group and number of participants
- Number of agencies sustaining the message independent of KIISS along with tracking progress on trainings given independently
- Qualitative self assessment on program activities "lessons learned" along with follow up decisions
- Amount of materials distributed to major collaborators

## What is this data telling us about achievement of outcomes?

- Educating people about secondhand smoke is improving the environment for some children and has even gotten some smokers to quit
- People are commenting they are not aware of the dangers of exposure to secondhand smoke, especially to infants and small children
- Self reports are indicating that people are changing their habits through education
- 75 % of people who took the course and responded told other of the dangers
- 41% of people who took the course and responded made changes to protect their children

### What is this data telling us about achievement of outcomes? (con't)

- When people are educated, they say they change their behavior
- Sutter Roseville and Sutter Auburn Hospitals are self sustaining They are trained and calling KIISS when new materials are needed
- Sutter connections reaching approximately 115 people per month
- See the attached report showing other people reached totaling 2329 people during this period
- 11 WIC trainings (132 participants)
- 28 Dr. Visits

# In what ways will we apply what we have learned from our data?

- Making the collaborative connection that First 5 started had a positive impact in establishing relationships
- Need to bring hospital representatives (service delivery persons) into the room
- Need to outreach to the decision makers
- Need to communicate sustainability to other collaboratives
- Follow up with agencies will be important to make sure the information is still being distributed properly
- Use limited resources with groups that have the best chance of being sustainable
- Pick events to targeted demographics
- Environmental smoke linked to reading, math, logic and reasoning declines in children
- Doctors are a high-maintenance target. Incentives help to maintain their involvement. Need to be proactive and call if materials needed
- Need to do a better job of capturing testimonials and demographic and ethnic breakdowns. Focus on classes
- Need to reach Kings Beach

### Other points that were made during the conversation:

- Concerned with time to administer the questionnaire
- May want to consider counting the number of surveys left and number of surveys returned
- Gut instinct is telling us 25% 50% of surveys are being returned (assisted by the Jamba Juice incentive)
- Consider working with Tahoe Community Collaborative and network with Kim Bradley for ideas to reach the Tahoe area

#### **Next Steps:**

- KIISS will collect demographic data immediately. Appropriately broken out by age, gender and ethnicity
- Improve strategy to capture demographics while in the classroom
- Use the anecdotal collection tool developed by Mike Romero
- Link demographic data to surveys in order to determine who respondents are
- Take a minute at the end of each class to ask two or three questions with a show of hands to get a general consensus of class effectiveness
- KIISS will make contact with First 5 referred contacts
- Use brain development message and science in presentations
- Meet again in June